

5/A  
10/15/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

**Rodriguez**

Serial No.: 10/073,842

Filed: 02/11/2002

For: **Management of Television Advertising**

Confirmation No.: 6628

Group Art Unit: 2611

Examiner: **Grant, Christopher C.**

Docket No. 191920-1240

**RECEIVED**

OCT 01 2003

Technology Center 2600

**AMENDMENT AND RESPONSE**

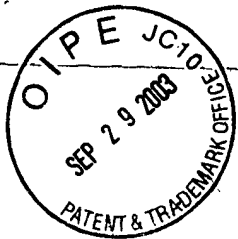
Mail Stop: Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

The outstanding non-final Office Action mailed *June 25, 2003* (Paper No. 4) has been carefully considered. In response thereto, please enter the following amendments in which claims 1-78 are canceled, and claims 79-104 are added. Claims 79-104 are now pending in the present application. Reconsideration and allowance of the application and presently pending claims, as amended, are respectfully requested.

***AUTHORIZATION TO DEBIT ACCOUNT***

It is believed that no extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to deposit account no. 20-0778.



## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to:

**Mail Stop Non Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexendria, VA 22313-1450**

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on 9-25-2003

*Sami O. Malas*

Sami O. Malas

In re application of: Rodriguez

Group No.: 2611

Serial Number: 10/073,842

Examiner: Christopher Grant

Filing Date: Feb. 11, 2002

Title: **Management of Television Advertising**

Attached are the following documents for filing with the USPTO:

Postcard  
Amendment Transmittal Form  
Amendment and Response

# AMENDMENT TRANSMITTAL LETTER (LARGE)

Applicant(s): **Rodriguez**

Docket-No.

**191920-1240**

Serial No.  
**10/073,842**

Filing Date  
**02-11-2002**

Examiner  
**Grant, Christopher C**

Confirmation No.  
**6628**

Group Art Unit  
**2611**

Invention: **Management of Television Advertising**

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Commissioner for Patents  
Mail Stop Non Fee Amendment  
P.O. Box 1450  
Alexandria VA 22313-1450

**OCT 01 2003**

**Technology Center 2600**

Transmitted herewith is Amendment and Response in the above-identified application.

The fee has been calculated and is transmitted as shown below

## CLAIMS AS AMENDED

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE
TOTAL CLAIMS	<b>26 -</b>	<b>78 =</b>	<b>0</b>	<b>X \$18.00</b>	<b>\$0</b>
INDEP. CLAIMS	<b>4 -</b>	<b>10 =</b>	<b>0</b>	<b>X \$84.00</b>	<b>\$0</b>
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					<b>\$280.00</b>
EXTENSION FEE	1 <sup>ST</sup> MONTH <input type="checkbox"/> 110.00	2 <sup>ND</sup> MONTH <input type="checkbox"/> 410.00	3 <sup>RD</sup> MONTH <input type="checkbox"/> 930.00	4 <sup>TH</sup> MONTH <input type="checkbox"/> 1,450.00	<b>\$0</b>
Other Fees:					<b>\$0</b>
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT					<b>\$0</b>

- ☒ No additional fee is required for the Amendment and Response.
- ☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \_\_\_\_\_
- ☐ A check in the amount of \_\_\_\_\_ to cover the filing fee is enclosed.
- ☒ A Credit Card Payment Form PTO-2038 is attached in the amount of \$ \_\_\_\_\_
- ☒ The Director is hereby authorized to charge any deficiencies of the above fees or credit any overpayment to Deposit Account No. 20-0778.

*Sami O. Malas*

**Sami O. Malas, Reg. No. 44,893**

*9-25-03*

**Date**